

OEDS WESTERHOF -----2018----- CURRICULUM VITAE**Current Position**

- Leeuwarden - Fryslân 2018 (LF2018) – Director Network and Legacy (4 yrs/1 mnth)
Preparation of the programme for LF2018 with a focus on strategy, connecting the organisation to relevant partners, and the policy for legacy.

Frilingen – Owner (5 yrs/8 mnths) Contracts:

- Strategic Adviser, National Redding Museum (Den Helder)
- Panel Chairman, Mediafund (Amsterdam)
- Panel Chairman, Culture Fund (Almere)
- Key Note Speaker, Cultural Policy (Province of Overijssel)
- Museum Strategy (The Island of Terschelling)
- Key Note Speaker, Innovation Group Primary Schools (Den Bosch)
- Development Strategy Tropen Museum (Amsterdam)
- Think Tank, Funding Methodology National Fund for Performing Arts (The Hague)
- Panel Chairman, National Fund for Cultural Participation (Utrecht)
- Think Tank, Welfare Policy (Eindhoven)
- Panel Chairman, Kunstfactor (Utrecht)

Former Positions

- Leeuwarden – Fryslân 2018 – Managing Director Competition (12 mnths)
With Leeuwarden, Capital of Friesland, we won the Dutch competition to be European Capital of Culture in 2018. This was achieved with the support of a broad group of colleagues and stakeholders. Leeuwarden was elected by an international jury, beating fellow Dutch cities The Hague, Utrecht, Eindhoven and Maastricht. The core theme is Mienskip - a cooperation between people who strive for the improvement of our culture and natural surroundings, to restore the relationship between the city and the countryside, and to stress that community life and diversity can go hand in hand.
- Lux Nijmegen - Managing Director (3yrs)
LUX, opened in 2000 by Catharine Deneuve, is a multi-faceted arts centre which presents arthouse movies on eight screens, has a theatre for performing arts, and is a centre for debate. LUX has a 'grand-café' and a restaurant. The venue saw annual ticket sales of around 200,000. I was responsible for the restructuring of the organisation which had, at the time I was engaged, severe financial problems.
- BMC Consultancy Amersfoort – Partner (8 yrs/6 mnths)
As a partner at BMC Groep, I worked as a consultant and temporary Managing Director in the art field. Within the company I was manager of a group advisors specialised in culture, sports and leisure.

Consultancy Contracts:

- Culture Policy, City of Eindhoven - Cultuur Totaal
- Culture Policy, Province of Noord-Brabant
- Evaluation Exploitation Cultural Centre Forum in the City of Groningen
- Culture Policy the North of the Netherlands
- Evaluation Consultant, International Culture Policy - Dutch Government
- Strategy Adviser, Textile Museum Tilburg / City Archive
- Strategy Adviser, National Fund for Cultural Participation
- Strategy Adviser, Amsterdam Arts Fund
- Evaluation Consultant, Top Sports Centres of NOC-NSF - Arnhem
- Strategy Adviser, Sports Policy "Tijd voor Sport" - Dutch national Government

Project Leader Contracts:

- Merge Theatre and Centre Arts Education (Heerhugowaard)
- Merge Six Libraries (in the Amersfoort Area)
- Merge Theatre and Library (the Municipality of Hellendoorn)
- Merge Theatre, Centre for Arts Education and Library (Etten-Leur)
- Merge Music Schools (in the South-West of the Province Friesland)

Temporary Management Contracts:

- Managing Director Ateliers Majeur (Heerenveen/11 mnths)
The centre for art education in the city of Heerenveen had gone bankrupt. I was in charge for the startup after the bankruptcy.
- Managing Director Oerol Festival (Terschelling/8 and 6 mnths)
The Oerol Festival is an international performing arts festival on the Island of Terschelling. I twice replaced the managing director during her maternity leave.
- Managing Director Kunstbedrijf (Arnhem/6 mnths)
Temporary management, preparation of the merger of the organisation with another organisation for arts education in Arnhem.
- Managing Director National Fund for Performing Arts (The Hague/8 mnths)
Temporary management during a hand-over period between two directors.
- Head of School NHL University for Applied Sciences (Leeuwarden/9 mnths)
Leading the School of the Department for Accountancy and International Financial Management, and preparing the school for national accreditation.
- Managing Director Service Centre Libraries (Flevoland Province /1 yr/4 mnths)
Responsible for the start up of a new shared service centre supporting the 12 libraries in the region of Flevoland.
- Managing Director MOS (Drachten/1yr/1 mnth)
MOS is a welfare organisation with Kindergartens, youth centres, community centres and a pop venue. My job was to reorganise MOS and merge it with another welfare organisation, specialised in welfare for elderly people.
- Chairman of the Board Kunstconnectie (Utrecht/2 yrs/6 mnths)
De Kunstconnectie is the leading national organisation in the field of arts education in The Netherlands. I was responsible for the start up of the organisation.

Other Function:

- Managing Director Keunstwurk (Leeuwarden/6 yrs/3 mnths)
Keunstwurk is the Friesian organisation for Arts Education, Amateur Arts and Regional Festivals and Exhibitions. It also includes youth orchestras, the youth theater school, pop support and Frisian Festival.
- Marketing Manager Dutch Labour Party (Amsterdam/2 yrs/8 mnths)
- Manager PR NHL University for Applied Sciences (Leeuwarden / 2 yrs/6 mnths)
- Alumni Officer Rijksuniversiteit Groningen (2 yrs/1 mnth)

Other Positions (voluntary)

2016—Now President Ik Toon, National Foundation for the Promotion of Amateur Art (Utrecht)

2014—Now Ambassador Meer Muziek in de Klas, platform for music education under the presidency of her Majesty the Queen Maxima (The Hague)

2011—2013 Advisory Board, Short Movies Festival Go Short (Nijmegen)

2010—2013 Think Tank, Cultural Governance Kunst & Ondernemen (Amsterdam)

2010—2014 Member of the Board, Foundation for Film Education (Almere)

2008—2012 President of the Board, De Basis (Foundation for 21 primary schools in Heerenveen)

2003—2010 President, assessments, Mediafund (Amsterdam)

2003—2010 Vice-president Noordelijk Filmfestival (Leeuwarden)

Education

Languages Friesian & Dutch (native), English & German (good), French (basic)

2005 - 2011 Company Training - Public Management

2003 – 2004 SIOO University Utrecht - Change Management

1998 Strategy Summerschool - Leeuwarden Business School

1990 - 1992 Marketing Courses - Open University The Netherlands

1983 - 1990 Master of Arts (Dutch Language and Literature), Rijksuniversiteit Groningen, cum laude. Extra Curriculum: Management.

1977 - 1983 VWO Andreas College Drachten.